

Rep Order# 6809944 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 100315 Printed: 04/16/2012 2:50 PM 1 of 6
EC'd Yes Last Received: 04/13/2012 3:20 PM Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	() .NRSC	3299 K STREET NW SUITE #200	Sales Office () PHILADELPHIA	
Product	NRSC 2012	WASHINGTON, DC 20007	Salesperson () AMY MCCREARY	
Estimate#		Agency C/P1/P2/E			
Buyer	JESSICA MURRAY	Flight Dates	10/24/2012 - 10/30/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CONTRACT COMMENT ---
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A	NEWS	:30	\$700.00	10/29-10/30	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A		:30	\$900.00	10/29-10/30	4	1	4	\$3,600.00	
		Buyline Comment: TODAY SHOW										
	4	W-F	7A-9A		:30	\$900.00	10/24-10/26	6	1	6	\$5,400.00	
		Buyline Comment: TODAY SHOW										
	5	W-F	9A-10A		:30	\$425.00	10/24-10/26	3	1	3	\$1,275.00	
		Buyline Comment: TODAY SHOW										
	6	M-TU	9A-10A		:30	\$425.00	10/29-10/30	2	1	2	\$850.00	
		Buyline Comment: TODAY SHOW										
	7	M-TU	10A-11A		:30	\$325.00	10/29-10/30	2	1	2	\$650.00	
		Buyline Comment: TODAY SHOW										
	8	W-F	10A-11A		:30	\$325.00	10/24-10/26	3	1	3	\$975.00	
		Buyline Comment: TODAY SHOW										
	9	W-F	11A-12P		:30	\$325.00	10/24-10/26	6	1	6	\$1,950.00	
		Buyline Comment: RR										
	10	M-TU	11A-12P		:30	\$325.00	10/29-10/30	4	1	4	\$1,300.00	
		Buyline Comment: RR										

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Product	NRSC 2012				WASHINGTON, DC 20007			Salesperson () AMY MCCREARY				
Estimate#				Agency C/P1/P2/E								
Buyer	JESSICA MURRAY			Flight Dates	10/24/2012 - 10/30/2012			Salesperson Phone# 215-568-6540				
Phone#				Hiatus Weeks				Salesperson FAX# 215-568-1845				
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	12P-1230P	NEWS	:30	\$425.00	10/29-10/30	2	1	2	\$850.00	
		Buyline Comment: NEWS										
	12	W-F	12P-1230P	NEWS	:30	\$425.00	10/24-10/26	3	1	3	\$1,275.00	
		Buyline Comment: NEWS										
	13	W-F	1230P-1P	AGENDAY	:30	\$325.00	10/24-10/26	3	1	3	\$975.00	
		Buyline Comment: AGENDAY										
	14	M-TU	1230P-1P	AGENDAY	:30	\$325.00	10/29-10/30	2	1	2	\$650.00	
		Buyline Comment: AGENDAY										
	15	M-TU	2P-3P	DRS	:30	\$325.00	10/29-10/30	2	1	2	\$650.00	
		Buyline Comment: DRS										
	16	W-F	2P-3P	DRS	:30	\$325.00	10/24-10/26	3	1	3	\$975.00	
		Buyline Comment: DRS										
	17	W-F	3P-4P	PHIL	:30	\$450.00	10/24-10/26	6	1	6	\$2,700.00	
		Buyline Comment: PHIL										
	18	M-TU	3P-4P	PHIL	:30	\$450.00	10/29-10/30	4	1	4	\$1,800.00	
		Buyline Comment: PHIL										
	19	M-TU	4P-430P	NWES	:30	\$700.00	10/29-10/30	2	1	2	\$1,400.00	
		Buyline Comment: NWES										
	20	W-F	4P-430P	NWES	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	21	W-F	430P-5P	NWES	:30	\$700.00	10/24-10/26	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

43	SA	1130P-1A	:30	\$1,400.00	10/27-10/27	1	1	\$1,400.00
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Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
 Advertiser () NRSC 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
 Product NRSC 2012 WASHINGTON, DC 20007 Salesperson ()
 Estimate# Buyer JESSICA MURRAY Agency C/P1/P2/E Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	45	SU	8A-9A	Buyline Comment: MTP	:30	\$1,300.00	10/28-10/28	1	1	1	\$1,300.00	
	46	SU	9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	47	SU	930A-10A	Buyline Comment: CM	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	48	SU	530P-830P	Buyline Comment: SNF	:30	\$6,500.00	10/28-10/28	1	1	1	\$6,500.00	
	49	SU	830P-930P	Buyline Comment: POST GAME NEWS	:30	\$1,100.00	10/28-10/28	1	1	1	\$1,100.00	
	50	SU	11P-1135P	Buyline Comment: NEWS	:30	\$1,000.00	10/28-10/28	1	1	1	\$1,000.00	
	51	SU	6A-7A	Buyline Comment: NEWS	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	

---REPORT TOTALS---
 Report Totals: 115 / \$84,650.00

---SALES MONTHLY TOTALS---
 Oct 12: 77 / \$60,000.00 Nov 12: 38 / \$24,650.00
 Sales Totals: 115 / \$84,650.00

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer JESSICA MURRAY
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/24/2012 - 10/30/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Station Totals: 115 / \$84,650.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$273,065	CATV 0%	KBUR 0%	KINC 0%	KLAS 31%	KSNV 31%
		KTUV 17%	KTUD 1%	KVCW 1%	KVMY 2%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NWE ORDER
 EST SHARES
 KTUD LESS THAN 1%

Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE